

Central Hollywood Coalition  
A Non-Profit Corporation  
1680 Vine Street, Suite 216 – Hollywood, CA. 90028  
MINUTES  
February 10, 2009  
Board of Directors Meeting  
Los Angeles Film School  
6353 Sunset Blvd., Hollywood, CA. 90028

**Officers and Directors Present**

(Sign in sheet attached to these minutes as Appendix A)  
Craig Donahue, President, The Donahue Group  
Duke Gallagher, Secretary/Treasurer, The Production Group  
Brent Gaulke, Gerding Edlen  
Brian Folb, Paramount Contractors  
Ryan Harter, CIM Group  
Lillian Kuo, Broadreach Capital  
Father Michael Mandala, Blessed Sacrament Church  
Rouben Rapelian, Sunset Gower Studios  
Fred Rosenthal, Ametron  
Travis Serpa, Urban Outfitters  
Nick Spampanato, Hollywood Palladium  
Dirk Degraeve, President Emeritus, Paramount Contractors

**Absent**

Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants  
Richard Falzone, Off Vine Restaurant  
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

**Consultants**

Kerry Morrison, Hollywood Property Owners Alliance  
Sarah MacPherson, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance  
Katie Zandona, Hollywood Property Owners Alliance

**Guests**

Stuart Falk, Thomas Safran and Associates (6222 Fountain Ave.)  
Anthony Yannatta, Thomas Safran and Associates  
Harry Saboujian, Universal Waste

**Annual Meeting**

**1. Call to Order**

The meeting was called to order by Board President Dirk Degraeve at 4:05 p.m.

## **2. Public Comment**

Stuart Falk congratulated the HPOA on NavigateHollywood.com and the recent launch.

## **3. Election of Officers**

**A. Report from Nominating Committee:** Fr. Mandala informed the board that nominations for officer positions were received and that the nominating committee would like to present the following slate of officers to serve a one year term on the Central Hollywood Coalition Board of Directors:

President – Craig Donahue  
Vice President – Ryan Harter  
Vice President – Carol Massie  
Secretary/Treasurer – Duke Gallagher

**It was moved by Fr. Michael Mandala, seconded by Nick Spampanato and CARRIED to approve the presented slate of officers to serve one year terms. Unanimously approved.**

## **4. New Business**

**A. Recommendation to Amend Bylaws and Create Ex-Officio Seat for Immediate Past-President:** Fr. Mandala as chair of the nominating committee explained that the committee felt that the board should consider creating in the bylaws a non-voting seat on the board for the immediate-past Board President.

**It was moved by Fr. Michael Mandala, seconded by Duke Gallagher and CARRIED to approve an amendment to the CHC bylaws that would allow for the immediate-past board president to remain on the board as a non-voting board member. Unanimously approved.**

## **5. Adjournment of Annual Meeting**

There being no further business the annual meeting was adjourned by Board President Craig Donahue at 4:19 p.m.

## **Monthly Business Meeting**

### **1. Call to Order**

The meeting was called to order by Board President Craig Donahue at 4:19 p.m.

### **2. Public Comment**

None.

### **3. Approval of Board Minutes**

**It was moved by Ryan Harter, seconded by Travis Serpa and CARRIED to approve the minutes from the January 13, 2009 meeting. Unanimously approved.**

### **4. Treasurer's Report**

**A. Treasurer's Report:** Duke Gallagher informed the board that an error had occurred with Andrews billing, where Andrews' headquarters had accidentally missed a billing cycle last year. That being the case Gallagher had to readjust the carryover on the 2008 budget. Gallagher informed the board that the new amount carried over to the 2009 budget was \$287,213. Gallagher mentioned that interest dollars would have to be used to fill in the gap in the BID's projected budget for 2009 in order to obtain the budgeted \$1.6 Million. Fred Rosenthal suggested the board consider moving CHC deposits to various banks in order to ensure that the money is FDIC insured. It was suggested that the Executive Committee look into this, and Gallagher will also discuss the matter with Wells Fargo.

**It was moved by Fred Rosenthal, seconded by Brian Folb and CARRIED to approve the Treasurer's Report from January 31, 2009. Unanimously approved.**

**B. Rick LaRue, Insurance West:** Gallagher introduced to the board Rick LaRue from Insurance West. LaRue who is the board's insurance broker informed the board that Insurance West is now working with the California Downtown Association to develop an insurance package specifically for BIDs. LaRue also reviewed with the board their Directors and Officers Coverage and insurance policy for the BID. The board asked LaRue if he could give Gallagher a quote for how much it would cost to increase the Directors and Officers coverage from \$2 to \$5 million. Morrison said she would add the item to next month's agenda.

### **5. Committee and Program Reports**

#### **A. Streetscape Committee**

1. Urban Design Plan Streetscape Guidelines: Sarah MacPherson informed the board that the CRA would be doing outreach to invite BID members and stakeholders to the next Urban Design Plan meeting to discuss the plans guidelines.

#### **B. Marketing Committee**

1. Update on Fashion Week: Katie Zandona reported that Fashion Week is still on hold. Craig Donahue explained that due to some sponsorship issues the event is still working on holding the awards in Hollywood and has placed Hollywood at top of the list for locations to host the event in 2009.

2. Launch of [www.NavigateHollywood.com](http://www.NavigateHollywood.com): Last week the HPOA in collaboration with Council President Eric Garcetti officially launched the Navigate Hollywood website. The staff took part in a virtual press conference with the Council President the morning of the launch and has since received good feedback from the community and stakeholders who have been using the site.

3. Board Bios: Zandona asked that board members look in their packets and complete the “Board Member Bio” form so that she could place them on the Sunset and Vine BID website.

### **C. Security Committee**

1. Report from 2009 Homeless Count and General Committee Update: Morrison reported that the Security Committee will be appointed by Craig Donahue later this month. That being the case the committee has postponed their meeting two weeks until February 26, 2009. Last week, Morrison and the HPOA staff along with 150 volunteers took part in LAHSA’s bi-annual homeless count. Morrison said the results have not yet been released but that it was a great showing of community involvement for the Hollywood area.

2. New Patrol Vehicles for BID patrol: Morrison informed the board that Andrews International has purchased two new T3 vehicles for the BID patrol officers to use within the two BIDs. The vehicles help with the patrols visibility and were purchased at no charge to either district.

## **6. New Business**

### **A. Status of Assessment Adjustment for Helen Bernstein High School:**

MacPherson distributed to the board an updated chart which showed the High School’s current assessment. With completion of the school MacPherson noted that the county had subdivided the parcel thereby creating 17 new parcels. The staff is working with the County and City Clerks office to try and obtain the updated information on the new parcels in order to assess the property on its new square footage before the March 1, 2009 cut-off date. MacPherson said she will continue to keep the board informed.

**B. Petition for adjustment to parcel at 6222 Fountain Ave.:** For the past several months the staff has been working with the City Clerk’s office to see what adjustments could be made to the 6222 Fountain Ave. parcel. The parcel, which was included in the BID at the last minute by the City Attorney’s office (without a site visit), is outside of the Vine Street Commercial corridor. In recent discussions with the City Clerk’s office, MacPherson informed the board that the City Clerk had laid out three options for BID action with respect to the parcel’s assessment. MacPherson distributed a packet which explained the three options: (1) Leave the assessment as was decided at the board’s December 2008 meeting; (2) assess the parcel only on the commercial square footage, commercial front footage and commercial lot size; or (3) exempt the property entirely using the city’s “Change of Yearly Direct Assessment process.” Morrison informed the board that it is the staff’s recommendation to exempt the parcel from the district, due to the fact that carving out commercial front footage and parcel size within the confines of a single parcel sets a precedent. Anthony Yannata explained that the

owner of the property would not seek reimbursement for past assessments, and although they had already paid the first half of their assessment for this year they would not seek a refund. Ryan Harter asked that if the motion was approved that the board also consider redrawing the boundary line of the district in that area so that the parcel would no longer be included. Morrison indicated staff would check with the City Clerk's office to see how the parcel will be officially treated – as either still within the boundary, but with no assessment, or outside of the district altogether.

**It was moved by Brian Folb, seconded by Travis Serpa and CARRIED to exempt the 6222 Fountain Ave. parcel from the Assessment Roll for the Sunset and Vine BID and that services to the parcel be eliminated after July 1, 2009. The board will also explore the option of redrawing the district boundary to not include the parcel. Unanimously approved.**

## **7. Report from Kerry Morrison**

**A. Discussion re/participation in neighborhood discussions regarding property transactions:** Morrison reported on a recent situation in which she participated in two meetings with property owners and misinformation about her role, and the role of the Sunset & Vine BID, was shared in the community. She requested the Board's guidance on how she might avoid this confusion in the future, but also wanted to clarify the true sequence of events. In this situation, one of the property owners in the SVBID had entered into escrow with a buyer who had plans to use the property for a day-center for homeless individuals in Hollywood. The property was zoned Manufacturing, and this was a "by-right" use, so there would be no public hearing or notification. The buyer entered into a 30 day escrow, and instead of just purchasing the property "off-radar," the buyer wanted to meet the neighbors. In preparation for this "meet the neighbor" meeting, Morrison attended a lunch meeting with the immediate neighbor (a major property owner) and advised the owners that her role was to provide a context to understand who the purchaser was, what services they offer, and what is going with respect to homelessness in Hollywood. She stressed that neither she, nor the BID takes positions on property transactions. A subsequent meeting was organized between the buyer and a larger group of neighbors, which Morrison also attended. The buyer ultimately decided to back-out of the escrow, but given the sensitivity to the prospect that homeless individuals would be visiting the facility, there was a fair amount of passion in the neighborhood about the transaction. A rumor that linked Morrison to the decision to purchase the property was unfounded. The board thanked Morrison for clarifying the matter.

## **8. Next Meeting**

The next meeting was scheduled for Tuesday, March 10, 2009 at 4 p.m. at the Los Angeles Film School (6353 Sunset Blvd., Los Angeles, CA. 90028).

## **9. Adjournment**

There being no further business the meeting was adjourned by Board President Craig Donahue at 5:45 p.m.